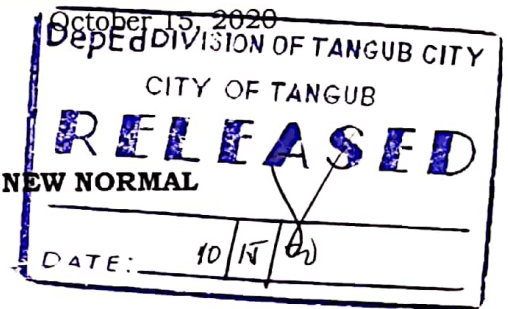




DIVISION MEMORANDUM
No. 236, s. 2020

SHORT FILMMAKING CONTEST IN THE NEW NORMAL

To: **School Principals/ Head Administrators**
Public and Private Secondary Schools



1. The National Nutrition Council Region X, in partnership with the regional media network, Media Advocates for Nutrition in Governance for Region 10 (MANGO DIEZ), Rotary Club of Carmen Valley, and Philippine Health Insurance Corporation, will conduct the **2020 Stunting and First 1000 Days Short Filmmaking Contest in the New Normal** in line with the 2020 Nutrition Month Theme "Batang Pinoy, SANA TALL.... Iwas stunting, SAMA ALL! Iwas ALL din sa COVID-19!"
2. The participants in this competition are **Junior and Senior high school** learners from both public and private schools in the division. The contest mechanics, criteria, and registration form are found in the attached memorandum. Deadline for submission of entries is **October 31, 2020, at 5:00 p.m.**
3. All schools are encouraged to submit, at least, one entry on or before the set deadline, copy furnished this office c/o roxclmd@deped.gov.ph. Entries that include the registration form and entry videos in DVD and flash disk, shall submit to the **National Nutrition Council Region X, 2nd Floor, Door 1, Rego Building, Agoho Drive, Zone 1, Carmen, Cagayan De Oro City** or through email at nncregion10@gmail.com.
4. Winners of the contest shall receive plaques, and cash prizes at **P15, 000.00; P 10,000.00; and P 5,000.00** for **first, second and third place winners**, respectively. Finalist shall also receive **P1, 000.00 and Certificates of Recognition**. Special Awards include Social Media Favorite, and MANGO DIEZ.
5. Attached is the Registration form and guidelines for reference.
6. Immediate and wide dissemination of this Memorandum is desired.

AGUSTINES E. CEPE, CESO V
Schools Division Superintendent

AEC/SHNS/wtm/10-15-2020

📍 Anecito St., Mantle, Tangub City
🌐 Website: www.depedtangub.net
☎ Telephone: (088) 545 - 0304
📠 Telefax: (088) 395 - 3372





STUNTING AND FIRST 1000 DAYS SHORT FILMMAKING CONTEST IN THE NEW NORMAL

Short Filmmaking Contest Objective:

The contest aims to increase awareness on stunting and the importance of optimum nutrition during the First 1000 Days of life. The contest further intends to create interest and discover creativity among **junior and senior high school students** to promote awareness and mobilize actions to address stunting which is in line with the 2020 Nutrition Month theme: **“Batang Pinoy, SANA TALL.... Iwas stunting, SAMA ALL! Iwas ALL din sa COVID-19!”**

Contest Rules:

1. The contest shall start from **27 August 2020** and is open to all public and private junior and senior high schools in Region 10.
2. Each school may submit only one (1) entry, which should focus on the 2020 Nutrition Month theme: **“Batang Pinoy, SANA TALL... Iwas stunting, SAMA ALL! Iwas ALL din sa COVID-19”**. Talking points on the theme can be accessed through the National Nutrition Council X Facebook Page: **National Nutrition Council Region X** and webpage, <https://bit.ly/32sroNu>.
3. One registration form shall be provided to each school.
4. The short film should run for a maximum of three (3) minutes only.
5. Entries should be original. In accordance to the copyright laws, music used in an entry must be original, licensed or in the public domain (ask permission from the composer).
6. Video resolution should be at least 720p (1280x720), 25fps frame rate.
7. Entries should not contain any offensive or inappropriate language, image and/or content. Animation films are discouraged. The video should be appropriate for general viewership.
8. Upon production and shooting of video, **minimum health standards** (i.e. wearing of mask, physical distancing, frequent handwashing) must be **strictly observed** as protection against coronavirus disease (COVID-19) and other infectious diseases.
9. Physical gathering is discouraged when doing the film production. Thus, filming must be done at home.
10. The video must still be able to convey its message despite filming and production in the new normal setting.
11. Display of brands of foods/beverages/formula milk to be used in the video is discouraged.
12. Each participant must submit their registration form together with the entry video in DVD, flash disk, or through email at nncregion10@gmail.com.
13. Deadline of submission of entries is until **31 October 2020, 5:00 PM**. Submit entries to: **National Nutrition Council Region X, 2nd Floor, Door 1, Rego Building, Agoho Drive, Zone 1, Carmen, Cagayan de Oro City 9000**.
14. All entries are subject to initial screening. The Secretariat shall notify the top 10 qualified entries through e-mail and SMS. Unqualified entries shall likewise be informed by the Secretariat.
15. Shortlisted entries shall be uploaded to NNC X's Youtube Channel and Facebook Page, National Nutrition Council Region X on **9 November 2020** for public viewing and voting. Overall social media engagement shall be based on the total number of Facebook and Youtube likes/reactions, views and shares. Shares should be posted public using the hashtags **#OneRegioninNutrition #2020NutritionMonth #IwasStunting #SamaAll**. Public voting will close on **23 November 2020, 5:00 PM**.
16. Decision of the judges shall be final and irrevocable.
17. Employees of the National Nutrition Council X and their relatives up to the second degree of consanguinity or affinity are not qualified to join the contest

CRITERIA

Qualified videos will be judged according to the following criteria:

1) Relevance to the theme	40%
2) Creativity and originality	30%
3) Technical quality	20%
4) Social Media Engagement	10%
TOTAL	100%

JUDGING MECHANICS

Mechanics & Judging Committee	-	70%
NNC X	-	30%
TOTAL SCORE	-	100%

PRIZES

Winners for the contest shall receive:

- Cash Prizes: ₱15,000.00 – grand prize, ₱10,000.00 – second prize, ₱5,000.00 – third prize
- Plaque of Recognition

Finalists shall receive:

- Consolation: ₱1,000.00
- Certificate of Recognition
- Plaque for 1st, 2nd, and 3rd winners

Special Awards:

- Social Media Favorite Awards
- MANGO DIEZ Choice Awards



Batang Pinoy, SANA TALL...
Iwas Stunting, SAMA ALL!
Iwas ALL din sa COVID-19!

National Nutrition Council X
2nd Floor Door 1, Rego Building, Agoho Drive Zone 1
Carmen, Cagayan de Oro City
Telefax: (088) 856-8700
Cellphone no.: 09179803388
Email: nnc_x@yahoo.com



**STUNTING AND FIRST 1000 DAYS
SHORT FILMMAKING CONTEST IN THE NEW NORMAL**

REGISTRATION FORM

Name of school: _____

Complete school address: _____

Focal person: _____ Age: _____ Sex: _____

Grade level: _____

Mobile number: _____ Email address: _____

Facebook page (if applicable): _____

Title of short film entry: _____

Brief description of entry:

[Signature over Printed Name]

NOTE: BY AFFIXING YOUR SIGNATURE YOU AND THE SCHOOL HEREBY AGREE TO CONTEST RULES

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